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ABSTRACT

Based on searches of nearly 200 periodicals as well as publishers' flyers and brochures from 30 major publishing houses and university presses, this annotated bibliography presents a representative collection of books and journal articles related to the knowledge and practice of public relations published in 1996. The annotated bibliography is subdivided into 36 categories, including business credibility and ethics; business responsibility; speech communication; visual communication; radio/TV; community relations; crisis management; education; employee relations; history; international relations; law; management; marketing; public relations schools; research; and writing techniques. An alphabetical list of the journals searched is attached. (RS)

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